



DO A FACELIFTING JOB on your HOUSE

KEEP your spirits high and make your home more lasting by repairing and redecorating. Increased work and extra activity makes it important that you have a pleasant home to relax in. Do those necessary repair jobs now! We will appreciate your visit and will have pleasure in showing you the new ideas in modern WALL PAPER.

Sample books are available so that if you wish you can make your selections at home. If you live outside of Charlottetown we have a mail order Wall Paper Catalogue which will be gladly sent on request.

USE THE COUPON

Please send your Mail Order Catalogue to
Name
Address
G.

PLEASE NOTE - - - When you write kindly see that the correct postage, 4c, is used on your envelope. Or use post card.

MOORE & McLEOD Limited
CHARLOTTETOWN, P. E. I.

POWER

Caterpillar Diesel Power is available in the form of—

TRACTORS - POWER UNITS - LOGGING EQUIPMENT - CONSTRUCTION EQUIPMENT - MARINE ENGINES - ELECTRIC GENERATING SETS.

CATERPILLAR TRACTORS

with a wide range of attachments can be used to take the place of

POWER SHOVELS
CRANES, Etc.

We can also offer you gasoline operated power units, Marine Engines, Electric Sets, etc.

Write or call at our uptown office for full particulars.

A. PICKARD & CO.
CHARLOTTETOWN, P. E. I.

HEAR THE NEW ROGERS MAJESTIC RADIO

MORE COLOURFUL TONE FOR COMPLETE ENJOYMENT

These superb, new Rogers Majestic Radio Receivers are the finest Canada has to offer in listening pleasure. When you listen to its tonal quality, you will be convinced that here is a winner.

SEE AND HEAR THE NEW ROGERS MAJESTIC

AT **MacDONALD RADIO SERVICE**

160 Kent St.

Phone 1207

W. C. T. U. NOTES

YOU JUST CAN'T TAKE IT

I heard a boy say, "No!" one day,
To cocktails being served,
A sneer was on the hostess' lips,
And someone soon observed:
"Well, just what's wrong with him today?
He's surely not a sport;
I guess he just can't take it, for
He isn't just our sort."
A girl spoke up in his defence
(And what she says is true):
"Of course he can't take alcohol,
Nor I can't—nor can you."
To do one's self an injury
Shows lack of sense—or fear
That someone, standing by, may
Laugh.
And think one rather queer,
Why do one's self an injury
And let a habit start,
Which injures body tissues and
Is sure to harm the heart?
Let's dare to face a laugh or two,
And see things as they are;
It's better than becoming one
Whose mind is under par.

I just can't take it,
I just won't take it,
I'll stand for my beliefs, you may
be sure.
I just can't take it,
And I won't take it—
Why start a habit that one can-
not cure?

"A MAN'S OWN BUSINESS"

"It is every man's own business if he wants to drink liquor." With this blunt assertion of "personal liberty" the entire traffic in alcoholic beverages is defended by millions of people.
The drinking of liquors, however, is something much more than a merely private matter. This simple fact received dramatic and ghastly illustration a few days ago, when the city fire marshal of Atlanta, Ga., following the most disastrous hotel fire in American history (the Winecoff Hotel, Atlanta, fire which caused the death of at least 128 persons—Ed) blamed "a cigarette smoker dazed by liquor as the most likely cause" of the tragedy.
According to the findings of the official investigators, whiskey bottles were found strewn about in many rooms of the hotel. Moreover, during recent months the fire department had been called on numerous occasions to put out fires started in hotel rooms by drunks. In fact according to the testimony of the fire marshal, firemen are called out "nearly every night" to extinguish burning mattresses in cases in which all the evidence points to drunkenness.
It becomes then, the right of every person spending the night in a hotel to demand that all other occupants of the place shall abstain from that use of liquor which endangers the lives of others. The right of any person to drink intoxicants is limited by the extent of which his drinking imperils the life, health, safety, or liberty of his fellows.—The Christian Advocate.

CANADIAN WHITE ALCOHOL QUIZ

1. (Where does alcohol come from?)
When a jar of fruit has worked, it means that air containing wild yeast germs has gained entrance to the jar, and fermentation had set up, forming alcohol and carbonic acid gas. The source of the alcohol is in the decomposition of the sugar. While the process is a natural one, nevertheless it is true that alcohol is produced in quantity only with the aid of man. This fact shows how foolish is the remark, "Since fermented wine is a good gift from God, it was intended to be drunk by man."
2. (What becomes of these elements into which the sugar is changed?)
The carbon dioxide passes off as a gas, but the alcohol remains in the liquid. This process of natural fermentation ceases when there is about 15 per cent. alcohol present in the liquid.
3. (Do all alcoholic drinks have an alcoholic content of less than 15 per cent?)
The alcoholic content by volume varies in different kinds of beverages: ale 7 per cent; cider, 2 per cent to 10 per cent; wine, 11 per cent; beer 3 per cent to 9 per cent; sherry, 20 per cent.
4. (If fermentation ceases when the alcoholic content reaches 15 per cent, how can a wine stronger than 15 per cent be obtained?)
If you reduce the amount of water in fermented liquors by the process of distillation, stronger liquors or distilled spirits are obtained. When distilled spirits are added to wine it is said to be fortified. Thus, fortified wine has an alcoholic content of over forty per cent; brandy and whiskey over fifty per cent, as well as bay rum, Jamaica ginger, and the essence of peppermint, lemon, etc.
A request came for this information to be printed in Tidings. We are always glad of such suggestions.

NATION-WIDE EDITORIAL CONTEST OPEN TO COLLEGE STUDENTS

Prizes totaling \$500, including a first prize of \$200, twelve other annual prizes, and six \$10 monthly awards, are offered to the winners in a nation-wide contest for the best short editorials on social aspects of the alcoholic problem, under the general theme, "Outgrowing the Alcoholic Culture." The contest is being conducted by the Inter-collegiate Association for Study of the Alcoholic Problem, 12 North Third St., Columbus, Ohio, and winning editorials will be published in the Association periodical, The International Student.

STARTS WORK IN 2 SECONDS
ASPIRIN
EASES NEURITIC PAIN
GENUINE ASPIRIN IS MARKED THIS WAY

DO YOU KNOW that mattresses have jumped up OVER 25%?

AND THAT IS NOT ALL--The prices of Beds, Springs, Cribs, Pillows, Studio Couches, etc. are up accordingly.

This Is What That Startling Fact Really Means....

SPRING-FILLED MATTRESSES—

	Price Now	Future Price
Simmons BEAUTYREST	49.50	62.50
Simmons OSTERMOOR	42.00	52.50
Simmons DEEPSLEEP	37.50	45.00
Simmons SLUMBERKING	33.75	42.50

BOX SPRINGS—

Simmons BEAUTYREST	49.50	62.50
Simmons OSTERMOOR	42.00	52.50
Simmons SLUMBERKING	33.75	42.50

FELT MATTRESSES—

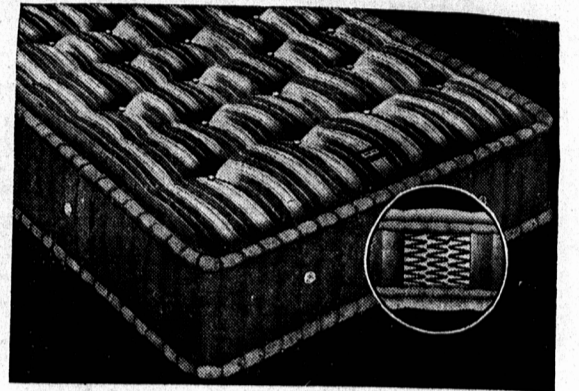
Simmons OSTERMOOR	35.00	45.00
Mattresses, General	17.50	21.50
Mattresses, General	12.00	15.25

STUDIO COUCHES—

General	77.50	96.00
General	83.50	100.00

DAVENPORT SUITES—

Simmons DEEPREST 3-piece	295.00	375.00
--------------------------	--------	--------



BEDROOM SUITES....

When you are considering your requirements for the Spring and Summer of the above mentioned articles DO NOT overlook your need for a Bedroom Suite. We have a number NOW on hand. The quality is good and the price is reasonable

YOU ARE PROTECTED IF YOU ACT NOW!

With the arrival of Spring comes the housewife's nightmare of cleaning, repairing and replacing of paint, paper and furniture. You will need new Bedding, Mattresses, Springs and—or Beds, etc. Look over your requirements immediately and BUY NOW.

We had a strong feeling that prices on these articles would advance so for the past three months we bought about three carloads of BEST VALUE Mattresses and have stocked heavily on Beds, Springs, Pillows, Studio Couches, etc. These are available to you while the supply lasts.

At the Old Price

CROCKETT & STOREY LTD.

131 QUEEN STREET, CHARLOTTETOWN

"DEALERS IN RELIABLE FURNITURE"

PHONE 834

Delinquent Parent

A judge in New York City has sentenced a mother to a year in prison for contributing to the delinquency of her 14-year old son. Evidence showed that as a result of the mother's failure to stay at home and provide a decent family atmosphere for her children, this boy fell in with mad companions and broke the law. A good time meant more to the mother than her children's welfare. The judge's action will meet with wide approval. It has been said many times that there are no delinquent children, but only delinquent parents. It is high time, therefore, that real delinquents were punished.
The New York judge acted under an almost forgotten state statute passed in 1910. It might be time well spent to check and see if there isn't a forgotten law of this kind on this side of the border. If there is none, what's wrong with passing one? Better to have a child the ward of the Children's Aid Society than under the care of burly parents.—Winnipeg Tribune.

Borden's Limited

For the fourth successive year sales of the Borden Company and its consolidated subsidiaries for 1946 set a new high record, Mr. Theodore G. Montague, president of the company, said today in his annual report to stockholders. Total sales were \$942,998,805. This was an increase of 18.2 per cent over the 1945 high of \$459,454,880.
Net income for 1946 improved above that of the war years, Mr. Montague said, but was below record levels. Earnings after taxes were \$19,581,006. This was equal to \$4.64 per share of stock or 3.6 per cent of sales. Net income in 1945 was \$12,093,872 equal to \$2.85 per share or 2.6 per cent of sales. Dividends paid in 1946 amounted to \$2.25 a share as compared with \$1.80 paid in 1945. (First interim dividend for 1947 was 60 cents per share, as against 50 cents a year earlier.)

Net working capital at the close of 1946 was the largest in the company's history. Current assets were \$119,309,195, and current liabilities, \$34,750,708. This left net working capital of \$84,558,478. To increase working capital \$25,000,000 was borrowed on 1 3/4 per cent notes, replacing \$13,856,000 of 2 per cent notes. Proceeds of the loan were used to carry inventories and accounts receivable.
Discussing operating matters, Mr. Montague said that the largest capital expenditure program in the company's history had been authorized for 1947. Totalling nearly \$26,000,000, it consists of \$13,897,000 in new authorizations and about \$12,000,000 remaining from prior budgets. Much of the construction, improvements and replacement of equipment scheduled for 1946 had been carried over, due to lack of supplies, high building costs and rising prices of equipment.

"Generally speaking, we were conservative in making capital expenditures," said Mr. Montague. "Where costs seemed excessive in view of long-range profit possibilities, we did not hesitate to change our plans. This policy will be followed in the future also."

The Borden Company, Limited, is a wholly owned subsidiary of The Borden Company. Full direction of The Borden Company, Limited is lodged with an all-Canadian board of officers. Matt D. Warner is president.

In Canada, Mr. Montague said, The Borden Company, Limited, was confronted by a scarcity of milk and increased demands for its products. As a result, supply sources were widened and a plant improvement and expansion pro-

gram launched to care for future needs.

Five country cheese plants in Ontario were purchased. One was converted to the production of Emmentaler cheese. This doubled former output of this product. Milk supplies of the others were diverted to plants which needed an added volume of milk. Planned is the establishment of other plants in areas where plentiful supplies of manufacturing milk are available.

Reconversion has been slow because the Government has found it necessary to continue wartime controls of the dairy industry. Sales of practically all principal products were limited. Canadian regulations designed to help meet the food needs of England were, in some respects, stricter even than

during the war. Looking ahead to their removal, however, the Borden Company, Limited, proceeded with expansion plans.

PINEAPPLE-LIKE FLAVOR
The fruit of the pandanus plant resembles the pineapple in flavor.



MARITIME BARBER ACADEMY
Write for Particulars
824 Main St., Moncton, N.B.



GIFTS of LASTING BEAUTY

Make this "her" happiest Easter. Give her what she wants most of all—a diamond ring, a jeweled watch, or inspirational pieces of costume jewelry. We jealously guard our reputation for integrity—choose your gift here with confidence.

CROCKETT'S JEWELLERY

PHONE 2026-J

105 KENT STREET